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This Week in Sanford, Vol. 01, No. 16, May 3, 1926

Arthur R. Curnick

J. Henry Wulbern

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THIS WEEK IN SANFORD

Published in the Interest of Seminole County, Florida

AMUSEMENTS

Social and Fashion Notes

REAL ESTATE LETTER

CHAMBER OF COMMERCE NEWS

SPORTS

News of the Churches

DAILY CALENDAR

Three Thousand Guaranteed Circulation Every Week in Seminole County

Volume 1

FOR THE WEEK BEGINNING MAY 3

Number 16

What's Going On

Reflections Caught on the Mirror of
Sanford Life Today
(A weekly feature)

Now and then there's a streak of hot that comes squarely into the mind and here's one. We heard that E. J. Lighton, Sanford architect, estimates the building permits for Sanford this year will double those of 1925. That would mean a total of \$3,400,000,—a figure that will make the state as surely as did the passing of \$2,500,000 bond issue the other day.

For dying things don't grow; growing things are full of life. Every nail that is driven into a new building here binds a more closely the foundation of a better city.

Have you ever tried to picture that new Sanford of a year or two hence? New buildings, new hotels, extended business sections and as beautiful a lake shore and boulevard as can be found in the country over;—White Way systems, hundreds of new homes, municipal swimming pools! Dreams? No such thing. Coming as surely as the sun keeps rising.

The rapidity of it depends on you. Let's push on, unceasingly.

We call your special attention to the Black Bear Trail map published in this issue. This remarkable asset to Sanford is discussed in our chamber of commerce section; here is simply a word to the wise. Study that map and read the story.

All up for the tennis tournament announced in the sporting section. If you love the game of the net, be sure to read those plans and send in your names. Since preparing the sporting column and just as we go to press with this page, a suggestion has come that we organize at once a Sanford Tennis Association. More of this next week. Meanwhile write us.

This is the week you're going to write home. Don't wait till Saturday. It is your job before Saturday to send a direct word to somebody back home about the good news from Sanford. A mighty good message will be a copy of THIS WEEK IN SANFORD, by the way. Just put the address in the space on page 12 and a two cents stamp will do the rest;—no envelope.

Seminole County has made up its minds

to improve its roads still further. There is no question of that, after listening to the expression of sentiments at the chamber of commerce luncheon Friday. Roads will be the full 8 feet wide as soon as appropriations and hard work can do the job. We have faith in the commissioners to drive ahead at the utmost possible speed.

With astonishing regularity announcements are made of new propositions in and around Sanford. The plan of the East Coast Railroad for agricultural development, as reported in our real estate section, is of the most striking we have yet seen. That is practical, sensible progress.

Scores of folks have asked us in the past two weeks where the office of THIS WEEK IN SANFORD is located. The address seems to be a little unfamiliar. 204 North Park avenue is in the W. M. Young block, ground floor, opposite the Valdez Hotel and next to the Masonic building. You've seen the rows of flowers out in front, haven't you?

Come and see us. We're new members of the Sanford family, but we're here to stay.

SAN LANTA

SANFORD'S RESIDENTIAL MASTERPIECE



The first unit of San Lanta is completed, every promise kept. By expert landscaping, excellent roads and care in building restrictions, a place of homes has been created second to none in Central Florida.

Nevertheless, prices of lots in San Lanta are lower than in adjacent developments. We invite your early consideration.

KNIGHT & MacNEILL

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SALES AGENTS

First National Bank Building

Sanford, Florida

This Week In Sanford

Published Weekly at 204 N. Park Ave., Sanford

Advertising Rates on Application

Arther R. Curnick, Editor and Publisher

Entered at Postoffice, Sanford, Florida, as third Class Matter

THE EDITOR'S CORNER

Hewing to the line, let the chips fall where they may

LET'S DO THIS THING

There are no gardens where weeds do not grow; never was there a city where needs do not grow.

If there is one criticism heard more than any other of Sanford today it is lack of recreational facilities. We need an outdoors place of amusement for the citizens and guests of this city.

It is a positive shame that blessed as we are with a magnificent lake touching the very heart of the city, that hundreds of our citizens motor regularly week ends to Daytona and other beaches. An amusement enterprise properly run on Lake Monroe would not only hold many Sanford folks at home but it would attract crowds from other cities and towns.

We understand plans are on foot for the starting of a recreational park nearby. THIS WEEK IN SANFORD stands ready to support such a plan to the utmost, provided of course necessary safeguards are established to guarantee a proper environment. We do not want a cheap showplace; we do need a beach, a picnic grove, dance hall pavilion and restaurant.

This is not primarily a matter that relates to tourists. We need the solution right now. During the summer months, Sanford folks will be more content and work harder if proper amusement is provided each evening and over the week ends.

Work without play makes a dull town.

A LITTLE BIT MORE

You remember the song that had the civilized world singing a few years ago, "You take a little bit and add it to what you got and you got a little bit more." Down in the office of THIS WEEK IN SANFORD we've been humming that melody today. We have added a little bit more, four pages.

There is no intention on our part to inflate this magazine purely for the sake of size; it is our policy to allow it to grow just as rapidly as increased magnitude will mean increased reader interest and service. The new columns and departments added today, we believe, in their exchange of facts and ideas, will help bind the community a little closer together.

Sanford is fortunate in its churches and clubs. To both of these divisions we are now devoting sections each week. We believe a community magazine which does not pay attention to and support church activities fails in its mission; churches remain in American life the steady influence and the best in inspiration at the same time.

Rotary, Kiwanis, Lions and the Women's Club will have their column, each a powerful factor in the life of the present day Seminole County. The new department of pictures will be attractive. Send in some of your best photographs of the county for reproduction. No harm will be done the originals.

We repeat. THIS WEEK IN SANFORD is your magazine. Write to it. We have many poems coming in for the "Corner of Verse,"—read this week's by the way, surely,—we want you to be just as free with your letters. Shortly we shall have a space each week devoted to the Seminole County Forum which will act as a clearing house for exchange of ideas between the citizens of the section. What do you want done? What is Sanford's greatest need? Speak up.

First National Bank

Sanford, Florida



RESOURCES: \$3,600,000

WE SERVE



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First Street, Corner Magnolia Avenue

Sanford Bank & Trust Company

SANFORD, FLORIDA

W. H. Tunnicliffe; President

F. H. Brown, Cashier

Dr. S. Puleston, Vice-President

R. G. Mitchell, Ass't Cashier

ALL DEPOSITS INSURED

There's a Happy Home for Some One in Sanford Grove

The first house, a beautiful bungalow, erected from special architectural designs, is now nearly complete. Ride out and inspect it.

Paving on French avenue has started. Geneva avenue will be open soon.

Remember:—Prices will leap shortly in

Sanford Grove

E. C. MILLER, President

Phone 249

First National Bank Bldg



WHY WE LOVE SANFORD



By the Shores of Lake Monroe

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BAUMEL'S

5TH ANNIVERSARY SALE
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*Exceptional Bargains in Every
Department in Our Store*

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2nd Street at Sanford Ave.

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Dry Cleaning Co.**

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PRESSING AND DYEING*

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THE SNAPSHOT COLUMN

Little Pictures From Society and the Fashions

Edited by Florence Henry

From reports given by local jewelers, they share the rarest secrets about town. One jeweler intimated there were at least half a dozen young people interested in rings, engagement rings and wedding rings, and that each was a dead secret, of course. When you think of the possibilities for really thrilling parties, leading to a beautiful wedding, you cannot help but object to being surprised. Surprises may be alright, but life usually hands out surprises enough without taking our one chance in a lifetime for the gayest things.

Any time things seem dead about town for these "bring-on-your-old-lions" boys, we point with pride to the police force, and suggest that line of endeavor as being especially exciting. When the game guy reaches out and manhandles a very desperate negro, and has to stop and decide just what part of him could best be used as a bullet receptacle, he cannot complain of missing a very distinct thrill, huh? The arm is considered a much safer place to receive them than the head or heart by the most discriminating thug-chasers, but even they are forced to admit a thrill or two.

The Benson Springs orphans played at the Prayer Meeting of the Methodist Church Wednesday night, and the music would certainly not suffer by comparison with a professional band. The children are a well trained and well cared for sample of the interest the people of Sanford have in the Orphanage across Lake Monroe.

Mrs. Anne Van Ness Brown has returned from the meeting of the Librarians at Signal Mountain Tennessee, and pronounces the trip as pleasant as it was instructive. She announces the reading rooms which have been in charge of some of our young men on Sunday afternoons will close for the summer, but next fall they will re-open. Lots of people have enjoyed the Sunday afternoons there, and will be sorry to miss them.

The Banks and the N. de V. Howard Chapter celebrated Memorial Day Monday for Sanford. The Banks closed—whether they thought of rebels and things, we have no way of knowing—but they celebrated by closing. And the Howard Chapter gave a program at Central Park, a program that was ably handled by Mrs. A. P. Connelly, Mrs. C. P. Hendon and Mrs. Stella Arrington. Memorial Day in the larger cities is of course celebrated in a more elaborate manner, but the workers planning the celebration could not show a more concerted effort than did these three ladies.

Little Miss Nancy Bishop became the bride of Harry Cannon Saturday, and Miss Nita Tomlinson is now Mrs. Arthur Gatchel—two weddings that will leave its mark in the rank of our flappers. The idea of our girls all getting married is alarming enough that the high school girls in their first and second years, are

(Continued on Page 10)

ANNOUNCING--

A Little French Shoppe where you will find the most delightful array of pretty and unique gifts in central Florida.

The Gift Shop Parisienne
McLander Arcade Sanford

A Complete Line
of
Women's
Ready-To-Wear
Clothing

NOVELTY SHOES
SPECIAL SPRING SHOWING

THE OUTLET

Opposite the Post Office

To the first person who brings this advertisement to 204 North Park avenue after 8:30 A. M. Monday, April 26, four free tickets will be given to the Milane Theatre.



Mi-Lady's Shoppe

110 Magnolia Avenue

EXCLUSIVE MILLINERY
GIFTS



KRONEN'S

Ladies' Apparel Shop

309 East 1st. Phone 164-J

Coats
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"We Say It With Values"

See Us If You Want

Baseball Gloves Bats
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HILL HARDWARE CO.

AMUSEMENT SECTION

THE WEEK IN LOCAL THEATRES—NOTES FROM STAGE AND FILM



Thomas Meighan and Lila Lee in a Scene from "The New Klondike."

All eyes will be turned this week Thursday on the Milane, when Thomas Meighan's great Florida picture comes, "The New Klondike". Records have been broken for attendance all over the country by this film, and to Florida folks especially there is a stirring appeal.

Attractive Lila Lee plays opposite Thomas in this picture and she seems more fascinating than ever. The action is intense, although it is unfair to call the picture a drama. It might well be called a serio-comedy. You certainly won't want to miss this one.

The week opens tonight, Monday, at the Milane with "Memory Lane," a charming, romantic story with Eleanor Boardman and Conrad Nagel. There's never a bride that doesn't look back down memory lane to the first kiss,—and yes, the first quarrel; never a bride who didn't wonder sometimes. "Memory Lane" will thrill you through and through.

Bebe Daniels comes on the screen on Tues-

day, and that always means something good. This time it means "Miss Brewster's Millions", a young lady who had the remarkable job of spending three million good, American dollars inside of three months. A fashion parade and plenty of comedy are special features.

Lots of money flickers over the screen on Wednesday, too; this time only a million dollars,—but that's something. A charming little miss, played by Dorothy MacKrahl, receives all this money like a bolt from the blue. Her sweetheart,—Jack Mulhall plays the part,—sounds steady warning on extravagance, to deaf ears. The problem works out all right, but it isn't to tell you the solution here. It is a soul-stirring tale.

A powerful piece from the pen of Rex Beach—all of his are powerful, comes to the Milane Friday. You remember "The Barrier," with scenes laid in the Far North, with exact reproduction of Alaskan village life. It's action from the first minute to the last, a vigorous tale

of the early days of settlement of that section, when men fought with their fists for gold and for the women they loved. An all star cast prepared this picture, including Norman Kerry, Henry B. Walthall, Lionel Barrymore and Marceline Day.

Saturday brings another picture that has stirred the nation. It was our fortune to see this one a short while ago, and we recommend it without hesitation. It's "Thunder Mountain," from the play "Howdy, Folks," a drama of love in the hills of hate. You will see a volcanic drama that ends in a mirthquake of laughter. That's the beauty of it. We like the thrills, but we like the pictures that end with a smile. Madge Bellamy, Paul Panzer and a whole coterie of stars are in the picture. It ends a big week with a big picture.

NOTES OF THE SCREEN

The baseball training camp has a prominent part in Tom Meighan's "The New Klondike." Tom's exploits on the diamond in this picture would stir the envy of any team manager in the country. They don't make them like that often. Tom has particular interest in Ocala and the highland country thereabouts.

Lila Lee is said to have "given her heart to Florida, too." Some of the actors in this picture came on location in Florida for the first time, and were delighted. It is believed that the success of this picture will mean much to the future of the film production business in this state.

COME TO

Laney's Drug Store

Service and Courtesy

Whitman's and Nunnally's Candies

Phone 103

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We Appreciate Your Business

Orange Belt Motor Line, Inc.

Will Maintain

PULLMAN BUSES

The Entire Summer

ORLANDO -- DELAND -- DAYTONA

See Our Schedule In This Issue

SUN PROOF PAINTS

ARE CHEAPER BECAUSE

THEY
Cover More Surface
Wear Longer
Are Easier to Apply

Sanford Paint and Wall Paper Company

Sanford -- Florida

THE SPORTING LIFE

SPECIAL ANNOUNCEMENT TO PLAYERS OF TENNIS.

We announce herewith plans for the first annual Sanford tennis tournament to take place early in June, open to every male player over the age of sixteen years. A silver cup, to be known as the Arthur R. Curnick cup, will be put in competition.

* * * *

The cup will be suitably engraved with the name of the winner of the 1926 tournament and will be held by this winner for one year. A contestant who takes the cup three times will keep the trophy permanently.

* * * *

Games will be played under full rules of tournament tennis, with judges, regulation rackets, footwear and balls. Special balls will be provided.

* * * *

A committee to assist in handling of the tournament will be named within two weeks. This committee will select the judges, rule on the eligibility of players and have final decision on all questions relating to the contest.

* * * *

Competition will be limited to contestants who have resided in Sanford at least six months.

* * * *

We also plan during the summer to develop tennis team play, with representatives from the churches, clubs, and other organizations who will be interested to take a hand.

* * * *

Will you do this right now? If you play tennis, sit down at once and drop us a line, a postcard will do, stating your interest in the game and the tournament. We want to know at once the names of all players and fans in the city.

* * * *

Intercity tennis is becoming more common all through the south. We want to know who can put Sanford on the top on the courts. You can help a great deal by letting us know where you stand now. Talk the matter up with others who play the game.

* * * *

Let's have a rousing tournament that will attract the attention of all Seminole County. Regulations and entry blanks will be printed in the edition of May 17 of THIS WEEK IN SANFORD,—but write us that line now.

* * * *

Great news from the Celery Feds. Let's support them one hundred per cent this week.

THE CORNER OF VERSE

Contributions continue to pour in to this department of THIS WEEK IN SANFORD. We are paying \$1. a week for the best poem submitted on Sanford or Seminole County, not over twelve lines. This time the winner goes to Miss Mina Howard, of Sanford. Here is her contribution:

FIRST TRIP TO FLORIDA

"A ticket to Miami, please,
I'm going to spend my winter there,
To live at last a life of ease,
Of farming, I have had my share."

SECOND TRIP

"To Sanford, yes that's what I said
I've bought a farm on Lake Monroe,
No more cold winters in the north
I'm going to watch my celery grow."

"Yes, I got tired of loafing round
And started out to see the state,
Well, you know what it was I found,
So long, I hope my train's not late."

HIGHLAND PARK

Sanfords, Most Exclusive Residential Development, Artistic, Unique,
Distinctive, Different

IN A CLASS BY ITSELF

Highly Restricted, Close In and yet not High Priced

Very Attractive Inducements to Builders of High Class Homes

W. M. YOUNG

OWNER AND DEVELOPER

208 North Park Avenue

A CENTURY OLD MASTERPIECE

THE KIND OF A PLACE YOU WOULD LOVE TO CALL HOME

WYNNEWOOD



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Open all Night

Sanford Electric Company, Inc.



We Specialize In
FIXTURES



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Full Line of Sporting Goods and
Builders' Hardware

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Incorporated

Offices: Masonic Bldg. - Sanford, Fla.

*Only the Best Florida Properties
Only the Soundest investments*

Sixteen Years Experience at Your
Service

*Builders and Owners of Sanford's
Most Beautiful Apartments,
Furnished to Taste*



A
Weekly
Record
of
Activities



Office

114

Magnolia
Avenue

SANFORD SUBSTANTIALISMS

URGES INDUSTRIAL FOUNDATION FOR SANFORD

Sanford has frequently been pictured as an ideal location for industrial development. With its central location in the state, its excellent rail and water transportation facilities and reasonable prices for factory sites, it is only a question of time before manufacturing is bound to make rapid strides.

Now comes F. R. Fisher, formerly of Louisville, Ky., but for the last six months a resident of Sanford, with a plan for practical and immediate industrial expansion. Based on a procedure successfully worked out in Louisville, Mr. Fisher suggests the formation of an industrial foundation whose objects will be to bring factories here, help finance corporate enterprises that are worthy and cooperate generally in promotion of manufacturing.

The plan is reported to have worked most successfully in the Kentucky city. Other communities have done likewise. Haverhill, Massachusetts, built a community shoe factory, renting space to several concerns. Many of these from small beginnings have progressed to much larger plants of their own.

Mr. Fisher presented his suggestion to the chamber of commerce at the Friday meeting, and the matter was referred to the industrial committee of that body.

THE BLACK BEAR TRAIL

In this issue we carry the route of the new trail from far Quebec to Miami, passing directly through Sanford. From careful observation, it would appear that this route is the most scenic and practicable of any yet laid out.

The trail and maps will be of inestimable value to this city, especially during the tourist

rush in each direction. It is another good argument for the building of more hotels and high grade rooming houses in Sanford.

STEPPING AHEAD

Secretary Pearman urges active cooperation of the members of the chamber with the organization, and that means with each other. Whenever a good idea is advanced, or a man comes forward willing to work for the good of the community along some certain line, let's get behind the idea and the man;—sincerely give honest criticism, yes,—but leave the hammers at home. It is proverbial that promoters are generally in trouble, but they keep the wheels turning just the same.

Figures compiled by Sanford bank officials show the amount now on deposit at the three banks of this city to be \$7,180,000 at the close of business April 1st, 1926, which represents an increase of \$3,045,000, or about 80 per cent over last year.

Temporary reports have already been received from 110 Florida cities showing that \$81,271,515 worth of construction has been completed or authorized during the first three months of this year.

Traffic is constantly increasing over the new DeLand-Orange City-Sanford road. With the freeing of tolls on the bridge, Sanford has increased the strength of her position greatly. Everybody will feel the effect more and more as the weeks pass.

Sanford is growing every hour. It pays to advertise,—the truth.

THE SEMINOLE PRIMER

Questions to be answered in next week's issue of THIS WEEK IN SANFORD. How many answers can you give?

1. What settlement on Lake Jessup preceded settlement at Sanford?
2. How far is Sanford from the East Coast by air line?
3. How many building permits have there been issued here since January 1st, 1925?
4. How many new businesses have been started in Sanford since Jan. 1st, 1925?
5. How many automobiles have been sold in Sanford since the first of this year?

Answers to Questions of April 26.

1. The original name of Fort Mellon was Camp Fannie.
2. Camp Fannie was the first camp of United States soldiers located on the Eastern part of Florida.
3. Fort Mellon occupied the place where Mayfair now is.
4. About 31 miles of paving have been completed in Sanford within the last two years.
5. A Miss Harris, operator, gave the first telephone message in Sanford calling Mr. T. J. Miller on line Number 9. She said, "Frank, this is the first message to be sent over a telephone in Sanford."

FLORIDA NUGGETS

The population of Florida has increased an average of eight per cent annually since 1880. The United States has increased in population two and four-fifths per cent annually since 1880. Florida is growing three times as rapidly as the United States.

Sun strokes are unknown and no one is frost bitten in Florida.

Complete Tire And Accessory Service

HOODS AND GOODYEARS

KENT'S GARAGE

At 200 East Commercial Street Near the Park

FIREPROOF STORAGE

CLEVELAND AGENCY AND SERVICE

E. F. LANE REALTOR

Buying from one who knows Sanford Values, thirty-four years a Resident of Sanford.

Celery Farms All Sizes

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BETWEEN THE NORTH AND SOUTH
Offering in combination the 3 features most attractive to tourists.

First, the shortest distance; second, the most wondrous scenery; third, the greatest wealth of historic interest.

Old Quebec, Thousand Islands, Lake Champlain, Lake George, The Adirondacks, The Catskills, The Alleghenies, Gettysburg, Washington, D.C., the glorious valley of the Shenandoah, the Wood-Pecker Route through Georgia and St. John's scenic highway and the Everglades Highway through Florida.

All the ever changing appeal and interest, so and good all the way.





REAL ESTATE SECTION

FACTS AND FIGURES IN THE PROGRESS OF SEMINOLE COUNTY



FLORIDA TO DOUBLE BUILDING PROGRAM

At the Florida Taxes Inventory Congress, held at West Palm Beach, leaders in all walks of life, after an extensive and exhaustive survey of conditions, presented an imposing array of facts, statistics and figures that could not help but convince the most skeptical. These figures proved that there is no business depression in Florida; that Florida's building program next year will double or perhaps treble that of 1925; the banks of Florida are sound and in position to care for all legitimate needs of the state's growth, and that they were not affected one iota by speculation in real estate on margins.

This meeting was called for the purpose of letting the country know that this gambling in realty had no wise affected the substantial city of Florida which still retains its matchless climate, marvelous soil, and magnificent resources.

RAILROAD BOOSTS SEMINOLE AGRICULTURE

Heads of the land department of the Florida East Coast Railroad with headquarters at Chuluota are devising a plan of using their many acres in that part of the country that if perfected will mean one of the greatest boosts

Seminole county has ever had. They expect to have an agricultural demonstration farm, supervised by an agricultural expert, demonstrating all products that can be produced in this territory. In connection with this they will sell ten acre tracts at \$100.00 per acre with very nominal terms. At the close of three years should the buyers be dissatisfied they will have the privilege of retiring without further obligation. These lands will produce corn, peas and all kinds of forage crops, and the fertility of the soil and the many kinds of crops are best illustrated in the farms of the early settlers of that community who have lived and prospered in the Chuluota section for the past forty years.

SEMINOLE BANK EXPANDS

On account of the enormous amount of business being done in our city it becomes necessary for the Seminole County Bank to include the store now being occupied by the Hill Hardware Co., and to add several stories to the bank building. The Hill Hardware Co. will occupy the store now occupied by the Gonzalez grocery. The Gonzalez grocery will move to the corner of Magnolia Ave and Second street, now occupied by the real estate and insurance firm of A. P. Connelly & Sons. A. P. Connelly & Sons will move to their beautiful new offices now under construction at the corner of Magnolia Ave. and Third St. These offices are being built by Mr. Connelly and will be entirely occupied by his firm and their associates.

PARAGRAPHS OF PROGRESS

The Realtors of Sanford were both honored and pleased by the address given them at their

regular luncheon meeting on Monday, April 26th, by Mrs. Ruth Bryan Owen, daughter of the late William Jennings Bryan. Mrs. Owen spoke briefly upon the agricultural growth, and the general situation of real estate development of Florida.

* * * *

We wonder if Realtor Leslie Bryan ever succeeded in claiming relationship with Mrs. Owen. The last we heard he was climbing his family tree, but don't know whether he took a tumble or not.

"Realtors" Code of Ethics

PREAMBLE

In the interpretation of the Realtors obligations, he can take no safer guide than that which has been handed down through twenty centuries, embodies in the Golden Rule.

"Whatsoever ye would that men should do unto you, do ye also unto them."

Accepting this standard as his own, every Realtor pledges himself to observe its spirit in all his dealings and to conduct his business in accordance with the Code of Ethics, adopted by the National Association of Real Estate Boards.

ACTIVE MEMBERS OF THE SANFORD REAL ESTATE BOARD

B. B. Baggett, Brumley-Puleston Bldg.
Baldwin & Brown, 114 North Park Ave.
Britt-Chittenden, 210 East 1st Street.
O. R. Brooks, 306 1st Nat. Bank Bldg.
A. P. Connelly & Sons, 122 Magnolia Ave.
Davey-Winston Organ., Masonic Bldg.
H. C. DuBose, 112 North Park Ave.
McCall & Fox, 113 1-2 Magnolia Avenue.
Thrasher & Garner, 112 South Park Ave.
Z. N. Holler, 6 Masonic Bldg.
Howard Corporation, Masonic Bldg.
Knight & MacNeill, 107 South Park Ave.
R. W. Lawton, 203 Meisch Bldg.
Lute Howell, Brumley-Puleston Bldg.
Bart Nason, 507 1st Nat. Bank Bldg.
E. E. Page, 12 Garner-Woodruff Bldg.
Scruggs-Scoggin, Masonic Bldg.
Higgins, Smith, Wight, 300 E. 1st Street.
R. C. Tisdale, Jr., 236 Meisch Bldg.
W. V. Wheeler, Inc., 115 Magnolia Ave.
White Realty Co., 305 1st Nat. Bank Bldg.
Sunniland Realty Co., Valdez Hotel
Bodwell Realty Co., 214 East 1st Street.
E. F. Lane, 501 1st Nat. Bank Bldg.

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We make a specialty of handling celery farms and close in business property.

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WHEN IN SANFORD, FLORIDA

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Hotel Montezuma

The Hotel With a Welcome

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Do You Want Work? Do You Want Help?

The Seminole Employment Bureau

204 North Park Avenue

Is the Answer

Full listings in Sanford and Seminole County. All clients well recommended

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The Right Person In The Right Place

MAE GOINGS, Manager.

Telephone 236

An Arthur R. Curnick Service

WEEKLY NEWS LETTER FROM SANFORD'S CHURCHES

It is a part of the policy of this magazine to further in all possible ways the church interests of the city. This column aims to act as a clearing house for information on the church life of the community and for interchange of thought between all denominations and the public. Contributions to this column must be in the office of **THIS WEEK IN SANFORD** by Thursday before the Monday of publication. We reserve all rights of publication and editorial attention.

THE METHODIST CHURCH

A large crowd attended the weekly prayer service at the Methodist Church Wednesday night.

These services have been in charge of the Church Lay Leader, R. A. Winston, for the past month and the music has been under the direction of the Senior Epworth League. On Wednesday evening the band from the Methodist Orphanage at Benson Springs furnished the special music which was greatly enjoyed. Miss Austin, also of Benson Springs, sang.

After the musical program, Mr. C. D. Wolfe gave an inspiring discussion of "The Bible, The Greatest Thing in the World."

On next Sunday the Rev. Dr. Nixon expects to receive a class of new members into the Church.

On Wednesday of next week Circle number three will have an all day quilting in the tent back of the church.

THE BAPTIST CHURCH

The First Baptist Church is in a great week with her young people. In enthusiasm and attendance all records are being broken.

An average of 600 is the attendance goal set for the Sunday school during the month of May. This goal should be reached in view of the following facts: the resident membership of the First Baptist Church is above the 800 mark, and there are other hundreds who are available for the school. The officers ask for full cooperation from every member.

THE PRESBYTERIAN CHURCH

The men of the Presbyterian Church had a meeting Monday night in the social rooms of the Church to discuss "The Boy Problem." An able address upon the subject was given by Mr. R. G. Davey, after which Mr. C. D. Wolf of the Y. M. C. A., spoke on the practical aspects of the subject. The Church is organizing its intermediate boys into a "Pioneer Band." A group of these boys came into the meeting and demonstrated the work of this organization. They held the opening exercises of the order before the men and initiated a new member. The Church has recently fitted up a club room for the intermediate boys and great interest is aroused over this feature of the Church's program.

This program Monday night was in charge of Mr. L. C. Bebout of The Men of the Church.

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WHAT THE CLUBS ARE DOING

A column devoted to the activities of the Kiwanis, Lions, Rotary and Women's Clubs.

WOMEN'S CLUB

The lecture by Mrs. Ruth Bryan Owens on "The Movies," Monday afternoon, was enjoyed by a large audience.

Mrs. Owens is a most interesting speaker and is thoroughly familiar with her subject. She is strongly in favor of the movies as a real aid along educational lines. She told of a test recently where children who had seen moving pictures and those who had studied in school were examined a year later and it was found that the children who had seen the pictures retained a better knowledge of the subject than those who had learned it. Mrs. Owens maintains that the public should demand more educational pictures for the theatres will supply what the public demands.

After the lecture everyone present had the opportunity of meeting Mrs. Owens during the enjoyable social hour.

Mrs. Robert J. Holly was hostess at the evening bridge party given by the Social Department to the members of the Woman's Club and their escorts Tuesday evening. The Club House was beautifully decorated and thirteen tables of players enjoyed a very pleasant evening. Prizes were awarded to Mrs. T. L. Dumas and Mr. Pierpont. After the game delicious refreshments were served.

THE SNAPSHOT COLUMN

(Continued From Page 4)

coming in for a great amount of consideration. We must have a younger set.

We have never felt very sympathetic with "Ma" Ferguson—wrestling with the political affairs which would tax the most capable of men, way out there in those open places of Texas, maybe because it is away out there, but anyway, we'd just like for her to see "our" Mrs. Owens. Her ability can not be questioned, after the noon hour with the Realtors, the afternoon with the Womans Club and the evening with everybody. Mr. Sears pretends he isn't afraid of her, but she looks like a powerful opponent.

Snakeskin, as a trimming for shoes is creepy enough, but now they have sprung garters with little snakes cavorting on them. What could be more daring? You would have thought the daughters of Eve would be done with serpentine adornment when Eve had that dirty deal from a snake. Well, maybe she is at that, but she doesn't mind toying with the idea at times.

IF YOU MUST LEAVE SANFORD

BUS SCHEDULE

South Bound	To Orlando
A. M.—8:00; 9:45; 10:45; 11:45	
P. M.—1:45; 3:45; 5:50	
North Bound	To DeLand-Daytona
A. M.—9:15; 10:15; 11:15	
P. M.—1:15; 3:15; 5:15	

A. C. L. TRAINS

North Bound	
82	2:15 A. M.
86	10:20 A. M.
80	11:25 A. M.
84	3:50 P. M.
South Bound	
83	2:45 A. M.
27	8:35 A. M.
81	12:25 P. M.
89	3:25 P. M.
85	6:55 P. M.

And this isn't exactly Eden, and a snake more or less wont hurt.

A new shop, Blue-Bird Consolidated, catering to seekers of beauty, is truly consolidated. It reminds one of one of those little efficiency apartments where space counts, the kitchenette refrigerator has the cabinet on top, the stove has a cupboard, and you stand in the middle and brew your cereal, or your dinner. You don't realize how efficient a little place can be until you see the little Blue-Bird.

FLORIDA NUGGETS

It is a little known fact that artificial ice was first manufactured in Florida. Patent No. 8080, covering an ice machine, was issued to Dr. John Gorrie of Apalachicola May 6th, 1850. A statue of Dr. Gorrie—perhaps humanity's greatest benefactor—is Florida's contribution to the Hall of Fame in the national capitol.

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THE GATES OF JAZZ

By Arthur Rowland

Printed in this Magazine by Special Arrangement

CHAPTER I

The Berkshire in New England were asleep.

Black clouds had filled the horizon before sunset of an August day not long ago. Livid, nebulous paws reached upwards here and there, their tips touched with fantastic gold and pink from the carefree sun. Before the majesty of their approach, fear sped. Man was crushed by his insignificance, and protected himself as best he could. Cattle became uneasy as the growl of the Beast grew audible. Birds uneasily delayed their hour of sleep and flitted uncertainly about. Only the parched leaves rustled, hopeful of cooling rain. Then appalling darkness came, and under its cover the Beast moved faster. Finally and cruelly the claws struck. Splintered trees, pierced by tongues of fire fell headlong; the whole forest bowed.

Yet one great tree bowed not. A gigantic spruce, it had stood by the side of the Granite Trail since earliest memory of man, its trunk four men's arm-spans round; the Giant Spruce of Granite Trail. It bore the bruises of untold struggles with the storms, but its head was yet high, higher than any tree for miles around. With a roar of incomprehensible fury on that June night the Beast sprang upon it. A ball of fire was flung into its very center. The spruce quivered and shone as though glorified for death. A mighty crash echoed through the hills, and first it tottered and then fell, cleaved to the ground. Its branches trembled in a last agony.

With a shriek of victory, the Beast raged on. The winds howled and the rains fell, till suddenly flickering lights appeared over westward friendly stars that dared to show again. Quiet came save the dripping of water from the trees, and the awakening calls of the nightbirds. Then these ceased, and the Berkshires, worn by the struggle, were asleep.

But one-half of the Giant Spruce had fallen across Granite Trail and in its falling fore-destined the breaking of spirits prouder than itself. Which you and I shall see.

Burton Falls had always been a complacent little village in the foothills. The busiest thing in town was the old wheel that spun and spun and gave life to a small stone mill, and the mill was the life of the village,—and so everybody thought a good deal of the old wheel. Summer folks snapped it and local folks prayed it might never cease producing life. The river never failed, a swift stream twenty rods across, and transparent to the bottom. The falls, in the center of the village, for it had a center,—the general store, the church, the school and the mill—were beautiful to see. The racing waters dashed suddenly over a wooden dam, and churned themselves thirty feet below into rapids that had sung and played since the beginning of the hills themselves.

During June days the summer residents began to come, some thirty families that loved the hills and found rest there. There was no question about rest; not even a mosquito buzzed at night. And the three hundred and thirty natives of the village took the thirty summer families to their bosoms, for they brought money to the general store, and taxes for the new electric lights, and an occasional dance in the school hall.

Beyond a doubt the most important family of the thirty odd was the King family. They had the most pretentious bungalow, the biggest car, the largest wife, the closest father, the prettiest daughter and the wildest son of them all. But they, that is the son and daughter, were the prime movers in the social affairs of

the summer, and all the younger natives pretty nearly worshipped them.

"We wouldn't have nothin' 'f tweren't for the Kings," allowed Eben Small, postmaster and selectman, sexton and undertaker—he owned the general store. But Si Walsh, he used to live in Apple Corner before his third wife died, ran it,—that is he sat on the veranda most of the time in summer and by the stove most of the time in the winter. Eben generally finished his expostulations about the Kings by the remark, "an how they kin go 't."

Twenty-five miles over the long road or eighteen miles by the Granite Trail from Burton Falls was Plainfield, a prosperous town of ten thousand all-the-year-round souls. It had a town hall that was the talk of the county and a dancehall floor that was so slippery and new that several near-tragedies had occurred when one of a couple or two of a couple skidded in a burst of lively music. When a couple at Burton Falls wanted something absolutely devilish, they headed for Plainfield. To Broadway, of course Plainfield would be Long Island Sound at low tide, but to Burton Falls it was Coney Island, only more so. You've got to live in a village where any way you put out your hand you touch hills, where the sun can't reach you till he's a half-hour old, where you've got to climb a hill to get acquainted with how the sun sets, where you've bought groceries at the same store for twenty-two years, and seen the only thing growing in the graveyard,—Dear reader, you've got to get into that kind of a town before you'll know how Burton Falls felt towards Plainfield.

I had lived the first nineteen years of my life in Plainfield, and they were happy years. My father and mother slept the sleep eternal in the little cemetery on a hill-top a mile from the center. Whether it was their memory, or the fascination of the hills, or that universal longing for the scenes of one's childhood, I do not know; but somehow when the breezes from over Jersey told of summer days I planned and longed for Plainfield, and by August I was there.

Our homestead had been sold, but I prevailed on good Mrs. Reid to rent me my old room on the front over the porch,—the room where I was born, where I had been punished, where I had learned my prayers, where I knew every shadow that crept across the floor at twilight, that dear old room. For ten summers I had gone back to Wall Street, refreshed in body, and with a new courage that was needed after the months of chaos and tragedy and greed in which I whirled, and in which to my amazement I yet found myself. I sometimes likened myself to Prometheus, bound to the rock of Business, the ideals of my youth in the haze about me, and surrounded with wild birds that screeched and plucked at my body till the sweat rolled from my forehead, and though the rock was the color of gold I was ashamed.

There lived in the homestead another man, eight years younger than I, as fine a specimen of New England manhood as I had ever seen. He seemed six feet high, though he was a little less, and was of powerful build. Particularly I had admired his shoulders, straight and square, the firmness of his mouth, and those indescribable eyes with which some men are blessed; eyes that are generally kind and sparkling with good nature, but that on occasion flash with a light before which men quail, the flash of genius. Each summer as I came to Plainfield, I watched this man and loved him. We became fast friends, and I was glad, for it seemed that he personified my own dear father who had struggled to give me a livelihood and an education. And I wondered

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THE GATES OF JAZZ

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whether father's spirit looking down from the hill was not pleased that so strong and fine a youth worked on the homestead which his years had builded. Many times I had offered to take him to New York for a business training, but he always refused.

"Not now, Dick," he would say. "Mother needs me and the farm needs me."

And always, I would see then that far distant look in his eyes, and in the silence the sacrifice he was making was made plain. For no man who was made like him could stifle the ambition that called him in to the Unknown.

Abel Reed was his name.

Early on that August day of the great storm, I had gone with him to the hay fields, and as we pitched I looked and wondered at the strength of the man and the gracefulness which he lifted the great fork-fuls far up and over into the rack. I thought of him as an ancient God of the field, and doubted whether to take him to the walls of a city was fair to him or to Nature herself.

Upon the completion of one of the loads, he turned to me and spoke.

"D'ck," he said, "Jack King said last night I mustn't miss the dance he'n his sister are giving tonight, and that Ruth had specially asked him to invite me. I'm not much for that sort of thing, you know,—would you go or not?"

"Sure," I answered, "and why not? It will be a real affair, as far as music and crowds go, and if Ruth said it, why I should think that would settle it."

The big fellow blushed; there was no question about that.

"Don't talk like that," he replied quickly. "I think she's making fun of me, anyhow. People of her class ain't asking me to a party."

"There are no better than you are, Abel," I said, and a bit of a smile played over his countenance.

"Well, you ought to know, with your city ideas, but I think I'm a fool to go."

Then the hayrack came, and we pitched in.

It was a great party and Abel was there. The townhall was a garden of flowers, spruce and pine boughs, roses, ferns and a profusion of golden-rod, just in its prime. The dancing started early and how they danced! I saw Abel twice in the evening, his healthy color a little deeper, taking the steps carefully, and apparently somewhat uncomfortable. He couldn't dance well, I knew that, but he seemed to be doing better than usual. His partner both times was his cousin.

At eleven o'clock the music suddenly ceased, and it was announced that five prize dances were to be put on, five selected girls to select their own partners, and the applause of the crowd was to name the winners. It was something new for Plainfield, and a buzz of excitement started at once. The floor was cleared, and seats were provided around the hall for the girls, the men stood behind. Abel leaned against the wall by my side.

(To be Continued in the May 10, Issue)

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This Week's Calendar

MONDAY

The Milane—Conrad Nagel and Eleanor Boardman in "Memory Lane"—Comedy, "Fresh Faces," Pathe News.

The Princess—Carol Dempster in "Sally of the Sawdust"—Comedy, "Goming Good."

TUESDAY

Rotary Meets at Seminole Cafe, Noon.

The Milane—Bebe Daniels in "Miss Brewsters Millions"—Comedy "Ghost of Folly," Pathe News.

The Princess—"Grass" and "Fighting Ranger" serial.

WEDNESDAY

Kiwanis Meets at Seminole Cafe, Noon.

The Milane—Jack Mulhall and Dorothy MacKaill in "Joanna"—Comedy, "Be Careful Dearie" and Aesop Fable.

The Princess—Colleen Moore in "Perfect Flapper," Comedy, "Beauty Parlor."

Band Concert—At Central Park, eight o'clock.

THURSDAY

Lions Meet at Seminole Cafe, Noon.

The Milane—Thomas Meighan and Lila Lee in "New Klondike"—Comedy "Hooked at the Altar," and Pathe News.

The Princess—Monte Blue in "Man Upstairs"—Comedy "Caretaker's Daughter."

FRIDAY

Chamber of Commerce Meets at Seminole Cafe, Noon.

The Milane—Lionel Barrymore in "The Barrier" a Rex Beach Production—Comedy and Pathe News.

The Princess—Rod LaRocque in "Coming of Amos," Comedies "Little Annie Loonie" and "Horse Laugh."

May Festival—Given by the Pipe Organ Club at Central Park at four o'clock.

SATURDAY

The Milane—Madge Bellamy and Alec B. Francis in "Thunder Mountain," Our Gang Comedy, "Buried Treasure"

The Princess—George Larkin in "Daring Deeds"—Comedy "Why not Now."

Dance—At the Armory, music by the Seminole Syncopators.

SUNDAY

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